

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 IO-14 SP-02 ICA-20
AID-05 NSC-05 TRSE-00 SS-15 STR-07 OMB-01 CEA-01
CIAE-00 FRB-01 INR-10 NSAE-00 XMB-04 OPIC-06
LAB-04 SIL-01 AGRE-00 DOE-15 SOE-02 DODE-00 PM-05
H-02 L-03 PA-02 MMO-04 /150 W

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TO SECSTATE WASHDC 370
INFO AMEMBASSY OTTAWA

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E.O. 11652: NA

TAGS: ETRD, BEXP, CA

SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY

REF: (A) STATE 95673; (B) A-1162 (3/17/78)

1. SOME WEEKS AGO, UNDER COVER OF REF. (B), WE RECEIVED
A 1977 ANALYSIS AND EVALUATION OF TRADE OPPORTUNITY PROGRAM
(TOP), ONE OF OUR MORE IMPORTANT TRADE PROMOTION VEHICLES.
IN RESPONSE TO REF. (A), WE WOULD LIKE TO OFFER SOME TACTICAL
SUGGESTIONS WHICH WE BELIEVE WOULD LEAD TO AN IMMEDIATE
IMPROVEMENT IN PROGRAM.

2. MAIN THRUST OF USDOC STUDY WAS THAT TOP WAS NOT PERFORMING
AT OPTIMAL THEORETICAL EFFICIENCY. PRINCIPAL REASON FOR THIS
SITUATION WAS DIFFICULTY EXPERIENCED IN MATCHING LEADS COMING
IN FROM FOREIGN SERVICE WITH DOMESTIC SUBSCRIBER BASE WHICH
IS HEAVILY SKEWED TOWARD JUST FOUR INDUSTRIAL CATEGORIES:

(1) NON-ELECTRICAL MACHINERY; (2) ELECTRICAL MACHINERY; (3)
CHEMICALS AND ALLIED PRODUCTS, AND (4) PROJECTS, CONSULTANCY,
SERVICES AND SPECIAL PRODUCT GROUPINGS. OF A TOTAL OF 44 CATE-
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GORIES, THESE FOUR ACCOUNT FOR 55.1 PERCENT OF ALL TOP SUBSCRIBERS.
A SECONDARY PROBLEM INVOLVED THE PROPER CODING OF FOREIGN SERVICE
LEADS. ALMOST HALF THE LEADS SUBMITTED IN ONE YEAR WERE DEEMED
"UNUSABLE" BECAUSE MAJORITY WERE EITHER MISCODED, NOT CODED
FINELY ENOUGH, OR MISMATCHED TO THE SUBSCRIBER.

3. IN ANALYZING MATCHING PROBLEM, STUDY FOUND TWO MAJOR SHORT-

COMINGS: FOREIGN SERVICE LEADS TENDED TO BE IN CATEGORIES WITH RELATIVELY FEW SUBSCRIBERS (OR CONVERSELY THERE WERE TOO FEW LEADS FOR HEAVILY SUBSCRIBED CATEGORIES), AND FULLY 63 PERCENT OF THE LEADS WERE IN NON-TARGET INDUSTRY CATEGORIES. STUDY WAS INCONCLUSIVE IN SUGGESTING A SOLUTION, BUT DWELT ON NOTION OF HAVING THE FOREIGN SERVICE TAILOR ITS LEADS TO FIT THE SUBSCRIBER BASE. WE SUBMIT THIS WOULD BE EMINENTLY UNWORKABLE SOLUTION BECAUSE IT WOULD PLACE IMPOSSIBLE ADMINISTRATIVE BURDEN ON INDIVIDUAL POSTS AND, MORE IMPORTANTLY, WOULD TEND TO FURTHER EXAGGERATE WEAKNESSES ALREADY PRESENT IN PROGRAM. THAT IS, THE MOST HEAVILY SUBSCRIBED CATEGORIES ARE ALSO THOSE WHICH TEND TO HAVE HIGHEST NUMBER OF MARGINAL PRODUCERS. (THE "AMATEURISH REPLIES" CITED BY A NUMBER OF TO APPLICANTS INTERVIEWED FOR THE STUDY WOULD STEM TO BEAR THIS OUT). WE WOULD LIKE, INSTEAD, TO PROPOSE THAT THE SUBSCRIBER BASE BE ALTERED TO BEST RESPOND TO THE INCOMING TRADE OPPORTUNITIES.

4. RECOMMENDATION NO. 1:

KEY TO PROBLEM, AS WE SEE IT, LIES IN STATEMENT THAT NOT ENOUGH "RIGHT" COMPANIES ARE ENROLLED. SITUATION COULD BE RECTIFIED VERY QUICKLY IF EVERY USDOC DISTRICT OFFICE WERE ALLOWED TO NOMINATE 10-20 COMPANIES FOR INCLUSION IN PROGRAM UP TO, SAY, A TOTAL OF 500 COMPANIES PER YEAR OVER A PERIOD OF THREE YEARS (I.E. 1500 FIRMS WOULD BE ENROLLED IN ALL). WASHINGTON WOULD PROVIDE GUIDANCE NEEDED ON PROPER MIX (INCLUDING NON-TARGET INDUSTRY) TO MATCH INCOMING FO- UNCLASSIFIED

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REIGN SERVICE LEADS AND ON TYPES OF COMPANIES BEST SUITED TO COMMERCE EXPORT EXPANSION PROGRAMS. EVERY COMPANY CHOSEN WOULD BE VISITED BY A USDOC TRADE SPECIALIST WHO WOULD EXPLAIN PROGRAM AND PRESENT COMPANY WITH FREE TRIAL SUBSCRIPTION GOOD FOR 50 TOP LEADS. IF PROGRAM IS FUNDAMENTALLY SOUND AND DISTRICT OFFICES CHOOSE WELL, RESULT SHOULD BE AN ALMOST IMMEDIATE APSURGE IN RESPONSES TO LEADS. AMOUNTS REALIZED IN NEW SALES SHOULD MORE THAN OFFSET ANNUAL DOLS 31,250 COST OF SUBSCRIPTIONS TO BE GIVEN AWAY.

5. RECOMMENDATION NO. 2:

PROBLEM OF PROPER CODING COULD BE OVERCOME BY A METHOD DEVISED BY OUR COMMERCIAL SPECIALIST (FSL-1 ELIZABETH PACRADOUNI) WHO, WHENEVER THERE IS ANY DOUBT ABOUT PRODUCTS BEING SOUGHT, SENDS XEROXED COPIES OF PERTINENT PAGES FROM 1972 SIC PRODUCT CODING GUIDE TO LOCAL FIRM AND ASKS THEM TO CHECK OFF APPROPRIATE CODE NUMBERS. EVEN A PERSON WITH LITTLE COMMERCIAL EXPERIENCE CAN LEARN TO DO THIS. IT HAS SAVED US AND OUR CLIENTELE COUNTLESS HOURS OF FRUSTRATING GUESSWORK AND HAS ENABLED US TO SEND IN OUR SUBMISSIONS MORE SPEEDILY.
HARPER

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